

Project Design Phase – II

Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID30150
Project Name	VIRTUAL EYE - LIFE GUARD FOR SWIMMING POOLS TO DETECT ACTIVE DROWNING
Maximum Marks	4 marks

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To detect the drowning person	Continuously monitor the persons in the pool by camera Analyze the actions of the people	Detect the people by their actions Set an alarm to trigger when the system find the drowning actions Detect the exact location of the drowning person	Alert the lifeguards to rescue the person Save the life of the drowning person
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Need a continuous surveillance Earlier detection of drowning	High accuracy of analyzing the person Subtraction of background image	Many people will be detected Provides the information of the people's action High accuracy detection Fast detection	More secure and accurate short time has to be taken to rescue Rescue by alarm system and secure
Touchpoint What part of the service do they interact with?	Monitor all people	Analyze the people by their action	Detection the drowning and dangerous activities	Lifeguards are available to rescue and monitor the people
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😬	😬	👏
Backstage				
Opportunities What could we improve or introduce?	Provide the stable monitoring by cameras	Increase the high accuracy rate	More accurate and fast in detection	Secure and effective
Process ownership Who is in the lead on this?	Swimmers, lifeguard, swimming pool owners	Lifeguards and swimmers	Lifeguards and swimmers	Lifeguards and swimmers